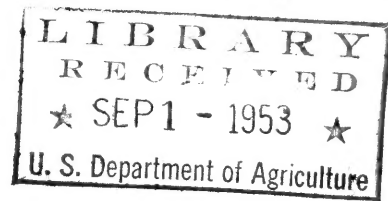


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

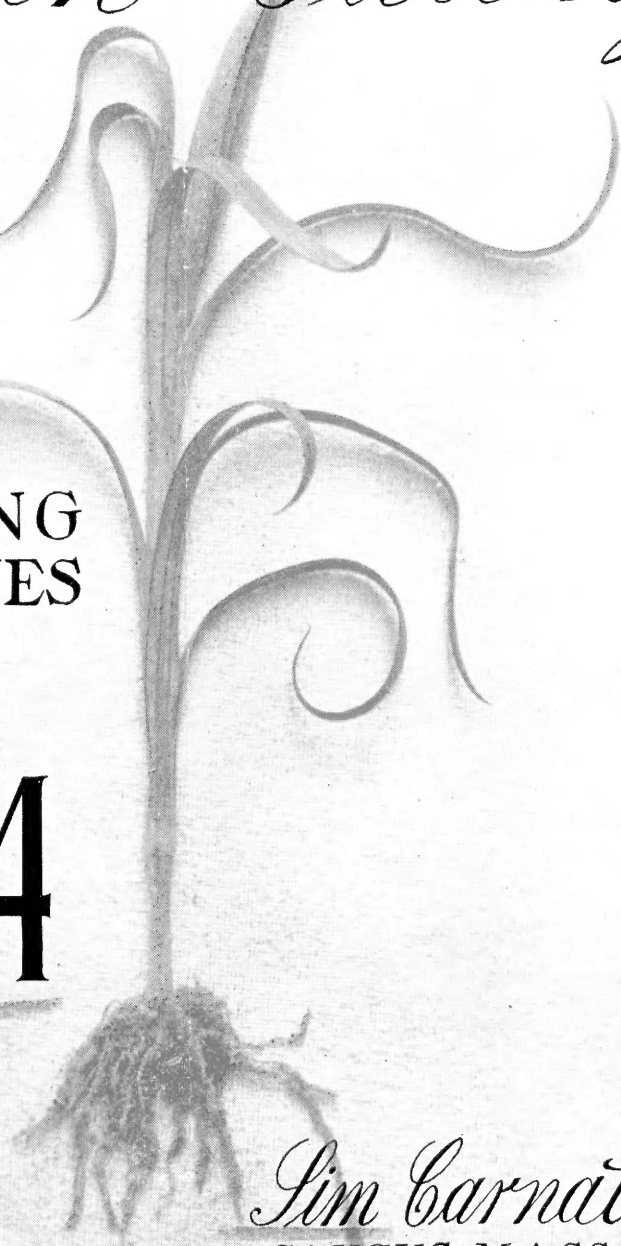
62.39



Carnation Cuttings

OUTSTANDING
New VARIETIES

1953-54



Sim Carnation Co. INC.
SAUGUS, MASSACHUSETTS

LAST SEASON we offered four new varieties of carnations. As a result of our own experience and the unsolicited testimonials of scores of others, we feel safe in saying that these varieties have been very successful. These four varieties will be available again during the 1953-54 season.

This season we are offering three additional new varieties. Like those disseminated last season, all of these are seedling varieties, bred and developed by us. We have tested them for several years, and growers in other areas have also tested them for us. They have been shown at numerous shows, and have won many awards.

Every effort is made, and every precaution taken, to insure the cleanliness of the plants we send you. Cultures are made, and the best fungicides are employed. Different rooting mediums are used, but all are thoroughly sterilized. Nevertheless, all of these precautions, together with "mother blocks" and other impressive terms, do not permit ANY grower to positively guarantee that his cuttings are "disease-free" and will eliminate your disease problems. We certainly make no such claim. However, we do feel that our experience in rooting over a million cuttings a season for many years, and shipping these cuttings to all parts of the world, qualifies us to select, root and handle your cuttings so as to provide you with the best possible stock.

Propagating starts in September, and deliveries will be made from late September through May. Cuttings are of good quality at any time during that period, and the best time to buy depends upon your own planting schedule. If you would like early cuttings, we can usually accomodate you. The earlier we receive your order, the more certain we can be of shipping your plants when you want them. Let us know the earliest and the latest dates on which you will accept the cuttings. Orders are shipped in rotation except where specific dates are requested and acknowledged. We notify you upon receipt of your order, and tell you when we can ship. A notice is mailed to you when the cuttings are ready.

All of the leading dealers list our varieties, and orders placed with your favorite dealer will receive the same prompt and careful attention that orders placed directly with us receive.

PRICE LIST AND ORDER BLANK

ROOTED CARNATION CUTTINGS

SIM CARNATION CO., Inc.

P. O. Box 1107 Saugus, Massachusetts

Name Date.....

Street

City State.....

Shipping address

if other than Post Office

The shipping season will extend from October 1 through May. Unless you state specifically on this order that you will not accept delivery before or after a certain date, we will assume that you will accept delivery as near the requested date as possible within the period mentioned above, unless written cancellation is received prior to our making shipment.

All shipments will be made by Railway Express unless otherwise requested.

Requested date..... Will not accept before..... nor later than.....

VARIETY	PER 100	PER 1000	QUANTITY	AMOUNT
*FROSTY	\$22.00	\$180.00		
*TILLY	22.00	180.00		
*ROYALTY	22.00	180.00		
*SAUGUS PINK	22.00	180.00		
*GORDON	22.00	180.00		
*CANARY QUEEN	22.00	180.00		
*DESERT SUN	22.00	180.00		
RED BEAUTY	20.00	150.00		
RASPBERRY ICE	20.00	150.00		
BABY BRONZE	20.00	150.00		
PINK SIM	20.00	150.00		
WHITE SIM	15.00	125.00		
APOLLO	15.00	125.00		
AURORA	15.00	125.00		
DIANA	15.00	125.00		
JUPITER	15.00	125.00		
MIDAS	15.00	125.00		
TOTAL				

* Growing agreements must be signed

250 of One Variety at the 1000 Rate

5% Discount Cash with Order

No order accepted for fewer than 100 of any one variety

Orders for shipment outside the United States must be paid in advance

Special prices will be quoted on orders for 5000 or more cuttings

ROOTED CARPATION CUTTINGS

ad 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011 1012 1013 1014 1015 1016 1017 1018 1019 1020 1021 1022 1023 1024 1025 1026 1027 1028 1029 1030 1031 1032 1033 1034 1035 1036 1037 1038 1039 1040 1041 1042 1043 1044 1045 1046 1047 1048 1049 1050 1051 1052 1053 1054 1055 1056 1057 1058 1059 1060 1061 1062 1063 1064 1065 1066 1067 1068 1069 1070 1071 1072 1073 1074 1075 1076 1077 1078 1079 1080 1081 1082 1083 1084 1085 1086 1087 1088 1089 1090 1091 1092 1093 1094 1095 1096 1097 10

...and the ...

Growing agreements must be signed

250 of One Variety at the 1000 Rate

No order accepted for fewer than 100 of any one variety.

New This Season

Frosty

A pure white at all times. It is a cross of two unnamed seedlings. The flower is medium large to very large, and is full and well formed. In appearance, it resembles the variety Olivette, but is much larger. Stems are long and strong. Production is heavy. Splitting is slight. Keeping quality is splendid except during hot summer weather. Plants are large, heavy and vigorous. They do best when benched fairly early and not allowed to flower until late summer. We are frequently asked if FROSTY is better than White Sim. It would be very difficult to find a variety superior to the fine all-around performance of White Sim, but FROSTY is worthy of a trial alongside White Sim.

Tilly

A fine red-maroon. The red does not appear as a variegation, but blends with the maroon to give the color life so that it does not appear black and dead under artificial light. The color resembles that of Mrs. Weld, but the variety is superior to Weld in almost every respect. This also is a cross of two unnamed seedlings. The flowers are medium large, and are of pleasing form. They are good keepers. Production is above average. Stems are long and strong. There is almost no splitting.

Royalty

A lovely, clear, rich royal purple. It is the only bright, clear purple we know of which has no variegation whatever. The flowers are large and beautifully formed. Stems are very long, but are strong. Production is high. Keeping quality is good. Some splitting occurs, but this is not serious. At the Spring Flower Show in Boston in 1952 this variety attracted more attention than any variety we have ever displayed anywhere.

THESE THREE VARIETIES WILL BE SOLD UNDER THREE-YEAR GROWING
AGREEMENTS EFFECTIVE UNTIL DECEMBER, 1956

\$22.00 per 100

\$180.00 per 1000

5 % Discount Cash with Order

Introduced Last Season

Saugus Pink

A fine deep pink, not quite as dark nor as large as Sidney Littlefield. Flowers are large, full and rounded, and production is almost twice that of Littlefield. Flowers are excellent keepers. They are not at their best in mid-summer, but are of fine quality at all other times. Stems are medium long. Splitting is so very slight that we can safely say that this is one variety that does not split. This variety has won numerous high awards, and has never scored under 85 points in any flower show.

Gordon

This cross of Sidney Littlefield on Princess Irene is a delicate, soft shell pink with the edges of the petals slightly lighter than the centers. The color is uniform throughout the year. Flowers are very large, full and symmetrically formed. It is a very pretty flower. Stems are strong and of medium length. Splitting occurs for a very brief period in late summer or autumn, but is negligible at other times. The variety does its best if not allowed to flower during hot summer months. Its quality is high, its size large, its color uniform and its keeping splendid at all other times.

Canary Queen

Bright, rich yellow. The first flowers in the summer and autumn are a clear, warm yellow. As the days shorten, a very slight pale pink variegation appears. This is hardly noticeable, and does not prevent the flower being used as a clear yellow. This variegation disappears again in the spring when the days are bright and long. Flowers are large, and are carried on very long stems. Keeping quality is remarkable. Splitting is slight. Production is good.

Desert Sun

Pale gold, or creamy yellow-buff. Early flowers are perfectly clear in color, but during the winter months a slight deep pink pencil line appears. This variegation makes the color more lively, and does not prevent it being used as a clear yellow. In tests made in California, it has been declared to be the best yellow grown there. Flowers are very large and full, and are carried on very long stems. Production is heavy. There is some splitting during winter months. Flowers are of high quality all season, but are especially fine in the spring and early summer. Keeping quality is excellent.

ALL FOUR OF THE PRECEDING VARIETIES ARE SOLD UNDER GROWING
AGREEMENTS EFFECTIVE UNTIL DECEMBER, 1955

\$22.00 per 100

\$180.00 per 1000

5 % Discount Cash with Order

Also -

RED BEAUTY. Bright, rich scarlet similar in color, form and size to Wm. Sim. Long stems, good production, very little splitting, good keeping. Especially fine in spring and summer. **\$20.00 and \$150.00**

PINK SIM. Light pink sport of Wm. Sim. Very light salmon or flesh pink. Same growing habits as parent variety. **\$20.00 and \$150.00**

RASPBERRY ICE. Reddish-lavender or orchid shade, similar to that of raspberry sherbert, with edges a little lighter than centers. Attractive and popular novelty. Medium large flowers which keep well. No splitting. Medium stems. Fine production. Blends well with other colors. **\$20.00 and \$150.00**

BABY BRONZE. Bronzy or golden yellow with faint pink tinting in center. A small flower, but full and beautifully formed. One of the most prolific varieties grown. Excellent for boutonnieres and arrangements. Ideal for retail-grower. Unsurpassed keeping qualities. Nice stems. No splitting. **\$20.00 and \$150.00**

WHITE SIM. Large, full flowers of fine quality the year around. The best of the Sim strain, and probably the most popular white carnation ever introduced. Long stems, very slight splitting, fine keeping and high production. **\$15.00 and \$125.00**

APOLLO (Yoder). Large, bright salmon pink of show quality. **\$15.00 and \$125.00**

AURORA (Yoder). Very large pure white, beautifully formed. **\$15.00 and \$125.00**

DIANA (Yoder). Medium size light salmon, long stems. Prolific. **\$15.00 and \$125.00**

JUPITER (Yoder). Fine large pure white. Looks promising. **\$15.00 and \$125.00**

MIDAS (Yoder). Rich, bright clear yellow. Lovely color. **\$15.00 and \$125.00**

250 of One Variety at the 1000 Rate

5 % Discount Cash with Order